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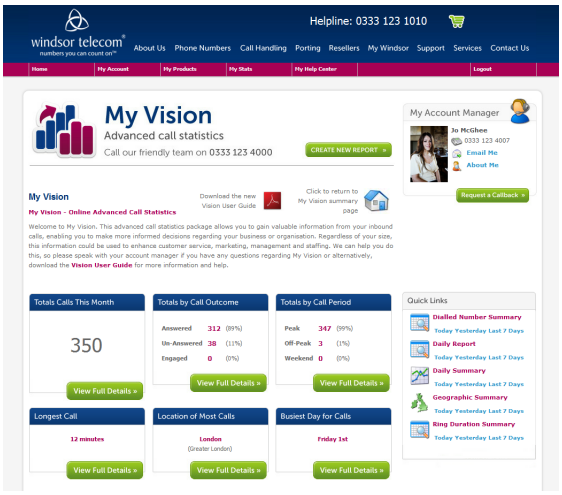
Vision Call Statistics User Guide

The Vision Call Reporting package is a web based near real time statistical tool that enables users to understand the call flow of inbound traffic both in terms of where calls have come from and also how they are handled within their organisation. Details such as the telephone number of the caller (Calling line identity CLI), time, day, date of the call and geographic location of callers can be determined, as can how long it took for calls to be answered, and how many were unanswered or engaged.



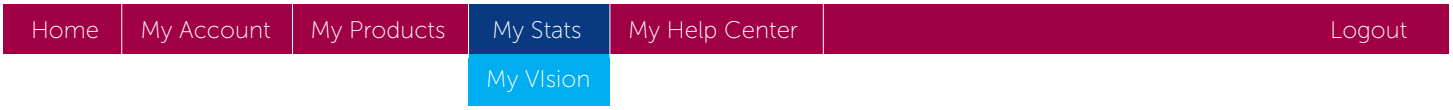
The system provides summary snap shots of the current months traffic, current and historical pictorial and graphical data as well as a set of pre-determined reports that can be drilled down to provide more detailed information.

Logging On

Go to the My Windsor login page (https:// my.windsor- telecom.co.uk) where a Login screen will be presented.

Vision Home Screen

You can get to the Vision Call Reporting system using the top menu bar: My Stats - My Vision.

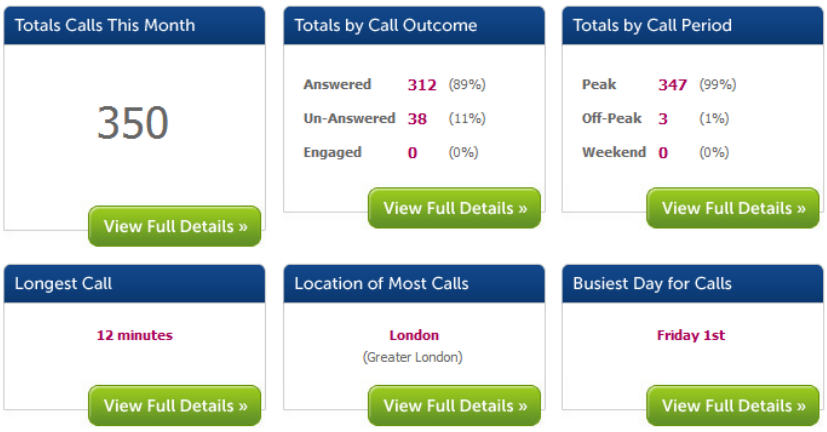


Within the Vision home screen and any of the detailed report pages you will find the following items:

A 'Create Report' button - this is where you access the set of detailed reports.

A House icon which when clicked will return you from the report or screen you are in, to the Vision home screen.

The Vision home screen page provides you with some useful summary information on the calls received on all your numbers within the current active month.



The summary consists of six boxes:

Total calls this month
Calls logged against all numbers in thecurrent active month

Totals by call outcome
Quantity and percentage of calls Answered, Un-answered and Engaged calls for all numbers in the current active month

Totals by call period
Quantity and percentage of calls logged within peak, evening and weekend time bands for all numbers in the current active month

Longest Call
The longest call recorded in the current active month

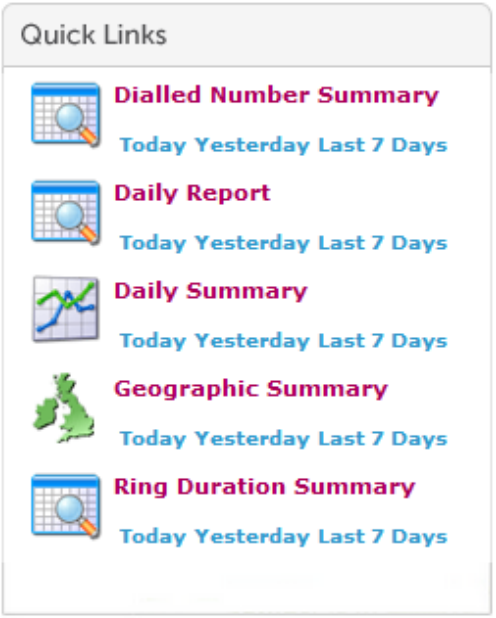
Location of most calls
The geographic location within the UK where most calls have been received from in the current active month

Busiest Day for calls
The day in that most calls have been received in the current active month

Each of these summary boxes has a 'View full details' button, which upon clicking takes you through to the particular detailed report which has been used to calculate the summary information.

The full reports used to produce this summary data are looked at in greater detail later in this document.

To the right hand side of the 6 summary boxes is a Quick Links box, giving you quick and easy access to some of the most popular and useful reports with the option to run the report for Today, Yesterday or the Last 7 days.



Click on the links to run the desired report. From within the report that is then displayed, you can filter the results further or change the filter criteria. These full reports are looked at in greater detail later in this document.

Create New Report

To run more detailed reports click on the 'Create new report' button at the top of the screen. A new screen will pop- up listing the available reports:

Reports with results in tabulated format
Dialled Number Summary
Daily Report
Call Originator
Target Summary
Day/ Evening/ Weekend Report

Reports with results in graphical/ image format
Daily Summary
Monthly Summary
Caller Summary
Geographic Summary

Vision - Choose a Report
Dialled Number Summary »
Shows a breakdown of all the calls made to your numbers, within editable dates and time frames. The focus is on the number being called.
Target Summary »
Presents a report summarising call attempts made to your target numbers e.g. landline 1,2 & 3 or Voicemail-to-Email. The focus is on where the call goes.
Monthly Summary »
A report summarising your call activity by month. Key facts are listed and represented in a graph. The focus is on different months.
Daily Report »
Displays a breakdown of calls within set time frames e.g. 9:00am - 12:00pm. You can filter by your individual phone numbers. The focus is on daily time intervals.
Day/Evening/Weekend Report »
A table displaying your calls broken down by traditional time frames e.g. Peak, Off-Peak and Weekend. The focus is on what time of day people call you.
Caller Summary »
A pie-chart displaying how your callers are reaching you e.g. by landline, mobile or internationally. The focus is on location.
Call Originator »
A table report displaying the geographic destination of calls (e.g. STD, Town, County, Country) within time frames. The focus is on caller location.
Daily Summary »
Similar to 'Daily Report' except data is displayed in an interactive line graph. The focus is on calls made within daily time intervals.
Geographic Summary »
An interactive UK map displaying your calls in a 'heat map' format, showing where your calls are coming from by quantity. The focus is on caller location.
Ring Duration Summary »
A table report displaying the approximate number of rings calls took to answer. The focus is on the time to answer calls.
Vision Home »
All reports can be downloaded in the following formats:
Excel
CSV
PDF

To select any report click on the underlined report title or the icon next to the title.

This then takes you to a new page entitled 'Customise Report' where you can set the parameters for your search/ report.

Customise Report Section

Each report comes with the same set of parameters that can be changed to filter the report results, with the exception of the monthly summary. Some reports have their own additional parameters that can be set . These parameters are all detailed below. Within the grey header bar of this section, it tells you which report you are currently running.

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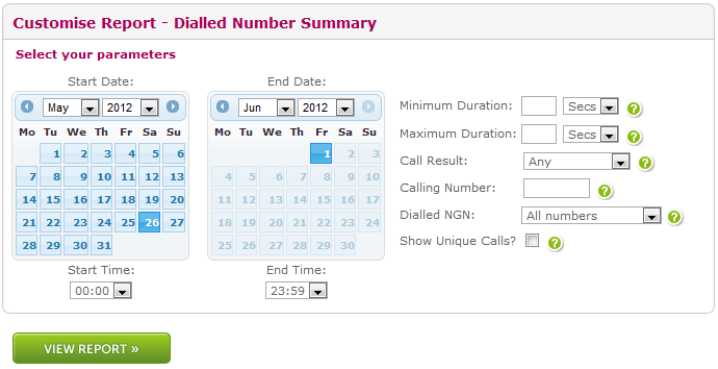
Date

Two calendars are shown. The one on the left is the date you want to start showing calls from; the one on the right is the date you want to stop showing results from.



Today's date will always be highlighted on the calendar in blue.

To set the dates you wish the report to be run from simply use the drop down box in each calendar to select a month, then simply click on the day you wish to start showing results for on the left, and the end date on the right.

Beneath the calendars are time boxes so you can further refine the time period you wish to show calls from and to.
To the right of the calendars there are additional parameters designed to enable you to filter your report to only show certain types of calls:

Minimum Duration of calls - if required enter the number of seconds or minutes that reflects the shortest duration calls that you want to see in your report. If left blank, all durations of call will be displayed in the report. You can change the duration from seconds to minutes using the drop- down box.

Maximum Duration of calls - if required enter the number of seconds or minutes that reflects the longest duration calls that you want to see in your report. If left blank, all durations of call will be displayed in the report. You can change the duration from seconds to minutes using the drop- down box.

Call Result - This is a drop down box that allows you to select certain types of calls based on if they were answered, unanswered or engaged. If left blank, all types of call result will be displayed in the report.

Calling Number - you can enter up to 5 digits of the CLI of your caller if required so you can filter calls only from that dial code. Simply type the number into the box. If left blank, all calls will be displayed in the report.

Dialled NGN - If you have more than one non geographic number you can choose to only show the results for a specific NGN, or you can show the results for all NGNs. The drop down box will offer the choice of all or each individual number. The box is set to all numbers as default.

Report Specific Parameters

These additional parameters will be visible in the 'Customise Report' section below the common fields listed above. The fields shown will be determined by the report type that has been selected.

Show Unique Calls - Dialled Number Summary, Daily Report and Target Number Summary

This tick box when checked will bring up an additional set of columns in the report that will enable you to understand the number of unique calls received and how the call resulted.

This will allow you to appreciate how many calls out of the total number were from unique callers as opposed to the same callers re- dialling. The box must be checked for this element of the report to be included.

Breakdown - Daily Report

This drop down box allows you to select the time intervals that you want the report to be based on allowing you to determine your busiest day/ time of the day. The choices are 15 minutes, hourly, 3 hourly or daily. Simply select the time interval you require. The report results will be grouped by the timescale selected.

Breakdown - Call Originator Report
This drop down box enables you to filter where callers have dialled from based on their geographic location by using one the following criteria: Country, County, Town or STD code. Simply select the preferred
way of grouping the report results from the drop- down list.

Month - Monthly Summary Graph.
When running this report, there is only one parameter that can be set. Simply select the month required from the drop down list. This will show the same type of summary statistics that you see on the Vision home screen for any previous full month, or for the current active month. Once you have set all the required filter parameters, click on 'View Report'

The report results will then appear below the 'Customise Report' section. Your chosen parameters will still be visible, and can be modified if required. Simply change the details and re- run the report.

Report Detail

Having clicked on 'View Report', the fields presented in the report detail will vary depending on which report you have chosen to run. This allows different aspects of your inbound call data to be analysed separately as it isn't possible to have one report that reports on everything. The following is a list of all the possible column headings that will appear in some or all the reports. When viewing a report, you can hold the mouse cursor over the column headings for a brief pop- up description as a reminder.

Header	Description
Date	Date call was placed
Time	Time of day call was placed
Day	Day of week call was placed
Result	The overall result of the call (e.g. answered/ engaged)
Route	The route the call took before it ended. This will show all target numbers the call was attempted to be connected to, separated by a comma. The final result and duration as Seconds is shown in brackets at the end of the route. (A=Answered; U=Unanswered; E=Engaged)
TTA	Time taken to answer the call in seconds
CLI	First digits of calling line identity of caller
Called Number	The non- geographic number that was called
Time Interval	Time Interval covered by report row (Daily Report)
Origination	Origin of call grouped by Country, County, Town or STD code
Target Number	The telephone number or service name calls were delivered to
Calls	Total number of calls received
Answered	Total number of answered calls
Unanswered	Total number of unanswered calls
Engaged	Total number of engaged calls

Continued

Header	Description
% Ans	Percentage of total calls answered
% Unanswered	Percentage of total calls unanswered
% Engaged	Percentage of total calls engaged
Duration	Total Duration of the call in minutes (if summary) or seconds (if drill-down)AvgDur Average Duration of answered calls in minutes
AvgTTA	Average Time To Answer for answered calls in seconds
Uniq Ans	Number of unique callers whose calls were answered
Uniq Un-Ans	Number of unique callers whose calls were un- answered
Uniq Eng	Number of unique callers whose calls were engaged
Peak Ans	Number of answered Peak calls
Peak Un-Ans	Number of un- answered Peak calls
Peak Eng	Number of engaged Peak calls
Peak Dur	Duration of Peak calls in minutes
Off Ans	Number of answered Off Peak calls
Off Un-Ans	Number of un- answered Off Peak calls
Off Eng	Number of engaged Off Peak calls
Off Dur	Duration of Off Peak calls in minutes
Wknd Ans	Number of answered Weekend calls
Wknd Un-Ans	Number of un- answered Weekend calls
Wknd Eng	Number of engaged Weekend calls
Wknd Dur	Duration of Weekend calls in minutes

Using the Reports

Report result tables can be sorted by any of the columns by clicking in the column header - once for ascending, twice for descending. When the table has been sorted by a column, the column header will be highlighted in blue.

At the bottom of each column of the report, there is a row containing the column totals, with the exception of % and average fields which will show an overall % and an overall average respectively.

Where the column header contains a graph icon, it means that data is also available in a graphical format. Click on the graph icon to view the information within that column as a graph. The graph will bedisplayed below the data table. (Adobe Flash Player 8 or above is required to be able to view graphs).

Once a report has been run, it can be downloaded to your PC. Table format reports can be downloaded in CSV Excel or PDF format by simply clicking on the relevant format icon at the top of the report results section. Graphical/ image format reports can be downloaded in JPEG format by clicking on the Disc icon next to the required graph/ image.

If there is more than one graph in the report results, you will need to download each separately.

Where the data within the report results is blue and underlined, it is possible to "drill down" further into the data to see itemised call records. Simply click on the underlined figure to see a drilled down report of those particular calls. This opens a new section called 'Details' and shrinks the main report results up to only show the line of data that has been itemised below. The fields displayed in the detailed breakdown are:

Date
Time
Day
Called NumberDay
Called Number
CLI
Duration (in seconds)
TTA (in seconds)
Result
Route

Drill down reports can contain a significant amount of data. Where this is the case the data will be spread over a number of pages. You will see the number of pages listed and can simply use the buttons for the page number, or use the single arrows to skip to the next or previous page, or the double arrow to skip to the last or first page.

Drilled-down reports cannot be sorted on-screen due to the large quantity of records. For this we would recommend downloading the results and manipulating them in a program such as Excel.

When downloading the report results from the drilled-down report, you are only able to download one page at a time due to the sheer volume of call records. If you wish to return to the main report results, click the 'close' button (white cross in a red square) in the top right hand corner of the 'Details' section header bar.

All statistics are based upon the start time being the time the call is received by the network. Every call is counted and timed from the time it reaches the network regardless of whether it is answered, engaged or unanswered. Call durations will include the time the phone was ringing before it was answered or the caller hung up.

Individual Report Uses & Features

Remember each report can be run for all your numbers as a whole, or just for an individual number.

Dialled Number Summary

Focus of report - number being dialled
This report provides a breakdown of all calls made to each of your NGNs within the date/ time parameters set, giving details on how many calls were answered, unanswered or received the engaged tone.

This data is presented in terms of the quantity of calls received and also as a percentage of the total calls. You will also see total duration, average duration and average time to answer data on a per-number basis.

Where figures in the report are underlined you can click on the data to drill down and see the individual calls that make up that underlined figure.

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Daily Report

Focus of report - calls received within daily/ hourly time intervals
The Daily Report provides a breakdown of all calls made to all of your NGNs within set time bands as specified in the report parameters (15 minutes, hourly, 3 hourly, or daily). The time interval chosen will affect how the report is presented. (hourly report shown above). The 15 minutes, hourly and 3 hourly reports break the data down into rows, with each row covering the time interval set. E.g. the hourly report will have 24 rows starting at 00:00 - 00:59 followed by 01:00 to 00:59 and so on.

These reports will always display results based on the time interval selected and will cover a single 24 hour time period. Therefore all calls received within the date/ time parameters set, will be grouped by the time of day the calls were made. This gives you an overview of the busiest times of day spanning whatever time period you specify.

The Daily Interval setting will produce a single row for each day within the set date/ time parameters, giving you an overview of calls received on a day by day basis.

This report provides a profile of the peaks and troughs either throughout the day, or throughout a whole month. This enables you to easily see your busiest time of day and the busiest days of the month. You can also see what times of day or days of the month you miss most calls enabling you to plan resources for these periods. For instance you may realise from using this report you need to be covering your phones out of normal working hours as you're missing lots of calls during those periods.

Where figures in the report are underlined you can click on the data to drill down and see the individual calls that make up that underlined figure.

Call Originator

Report focus - the location your callers are dialling from
The Call Originator report provides a breakdown of all calls made to your numbers based upon the origin of those calls, this can be based on STD code, town, county or country.

This report provides you with geographic visibility of where within the country calls are originating helping you plan for, and determine the effectiveness of regional marketing campaigns or the demographics of your customer base. It could also help determine where you might need to open additional local branches of your business.

Where figures in the report are underlined you can click on the data to drill down and see the individual calls that make up that underlined figure.

Day/ Evening/ Weekend Report

Report focus - what time band people call you
This report provides a breakdown of all calls made to your numbers based on the time bands Day (08.00-18.00 Mon- Fri); Evening (18.00-8.00 Mon- Fri); and Weekend (00:00 Saturday to 23:59 Sunday). This report supplements the Daily report in categorising the Calls into the three commercial time bands generally used for billing purposes. Once again it will give you an idea of whether you require telephone cover during out of hours time periods.

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Target Summary

Report focus - where your calls are delivered to
The Target Summary report provides a breakdown of all calls based on the target number the calls were delivered to, or were tried to be delivered to.

The total number of calls shown on this report will often be greater than the total number of calls for that same time period (e.g. compared to the dialled number summary). This is because the network may try to deliver the same call to more than one target number because for instance the first target was engaged or not answered after 10 seconds. Therefore both target numbers will be reported as having a call attempt on it yet only one call occurred.

This report may also include names of services on the Target Number column. This is where calls have been delivered to an intelligent network service. Names you may see include Voicemail; Audio Service; Fax to Email plus others.

Where N/A appears in the Target Number column, this will signify that calls have occurred, but a target number has not yet been determined or allocated by the network, this is usually the case with very recent calls that are still being processed. Somebody who replaces the handset immediately after calling the number can also cause such calls to appear as the call would not have reached a target. This could also signify a fault so if a number of these calls appear on a regular basis please report to Customer Services.

Daily Summary

(Adobe Flash Player 8 or above is required to be able to view this report)

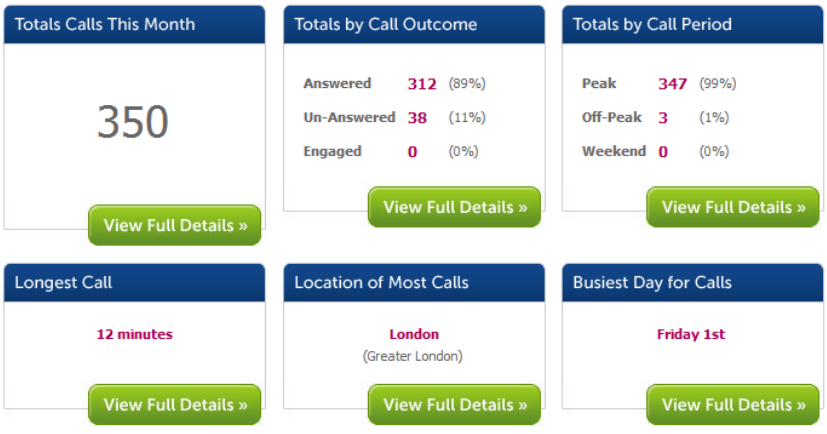
Focus of report - calls received within daily/ hourly time intervals
Information in this report is displayed as a graph and works on the same concept as the Daily Report (see above). Detail is given on answered, unanswered and engaged calls within the set time intervals throughout the day - each time period is displayed in a separate graph. Seeing this information in a graph format makes it quicker and easier to identify busy periods.

By holding the mouse cursor over points on the graph, it will display the value of that point.

Unlike the Daily Report, you are unable to run the report with the 'Daily' criteria due to the limited size of the graph.

Monthly Summary

Report focus - overview of monthly statstics
This report provides a summary of some key statistical information within a calendar month. These are the same statistics that you see on the Vision home screen but with 2 additional boxes. You can run this report for any previous full month, or for the current active month.



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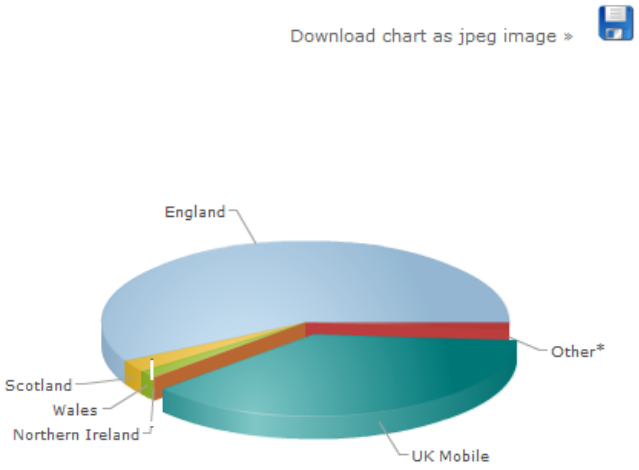
Caller Summary

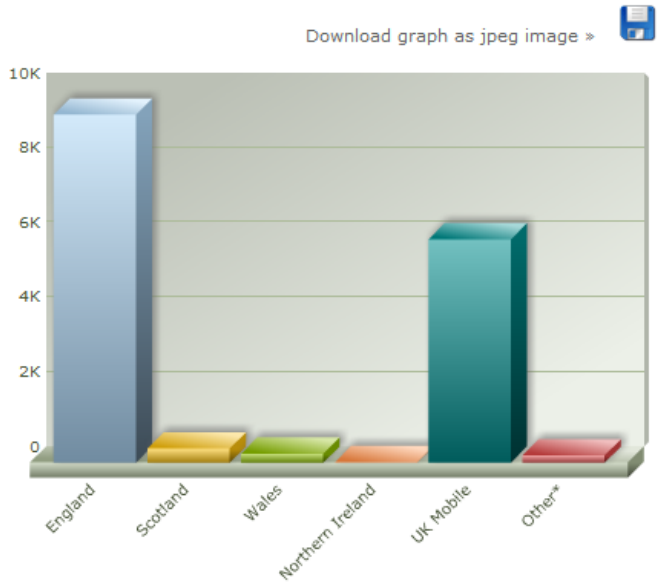
(Adobe Flash Player 8 or above is required to be able to view this report)

Report focus - the location your callers are dialling from

This report is similar to the Call Originator report. It is presented as a pie chart and bar chart and provides detail on how you callers are reaching you, whether that be by landline, mobile phone of from an international destination.

By holding the mouse cursor over points on the chart it will display the value of that point, and you can also click on pie charts slices to explode that slice. You can then download the chart as it appears on screen with slices exploded - this is ideal if you wish to use the chart for a presentation.





Geographic Summary

(Adobe Flash Player 8 or above is required to be able to view this report)

Report focus - the location your callers are dialling from

This report sits alongside the Caller Summary report. The report displays where in the UK your callers are dialling from, presented on a map of the UK which is divided into regions.

The colour of the map regions indicate the level of calls received from that particular region on a scale of yellow (low call volume) through oranges and up to red (high call volume). The Republic of Ireland is shown in green as it is classified as international and call locations cannot be refined to any particular region.

By moving the mouse cursor over the various regions of the map, you will see each region turn grey and a box will pop- up giving you the count of calls originating in that region.

This enables you to see at a simple glance where most of your calls originate from in the UK. Again this can assist you with planning and monitoring regional and national marketing campaigns.

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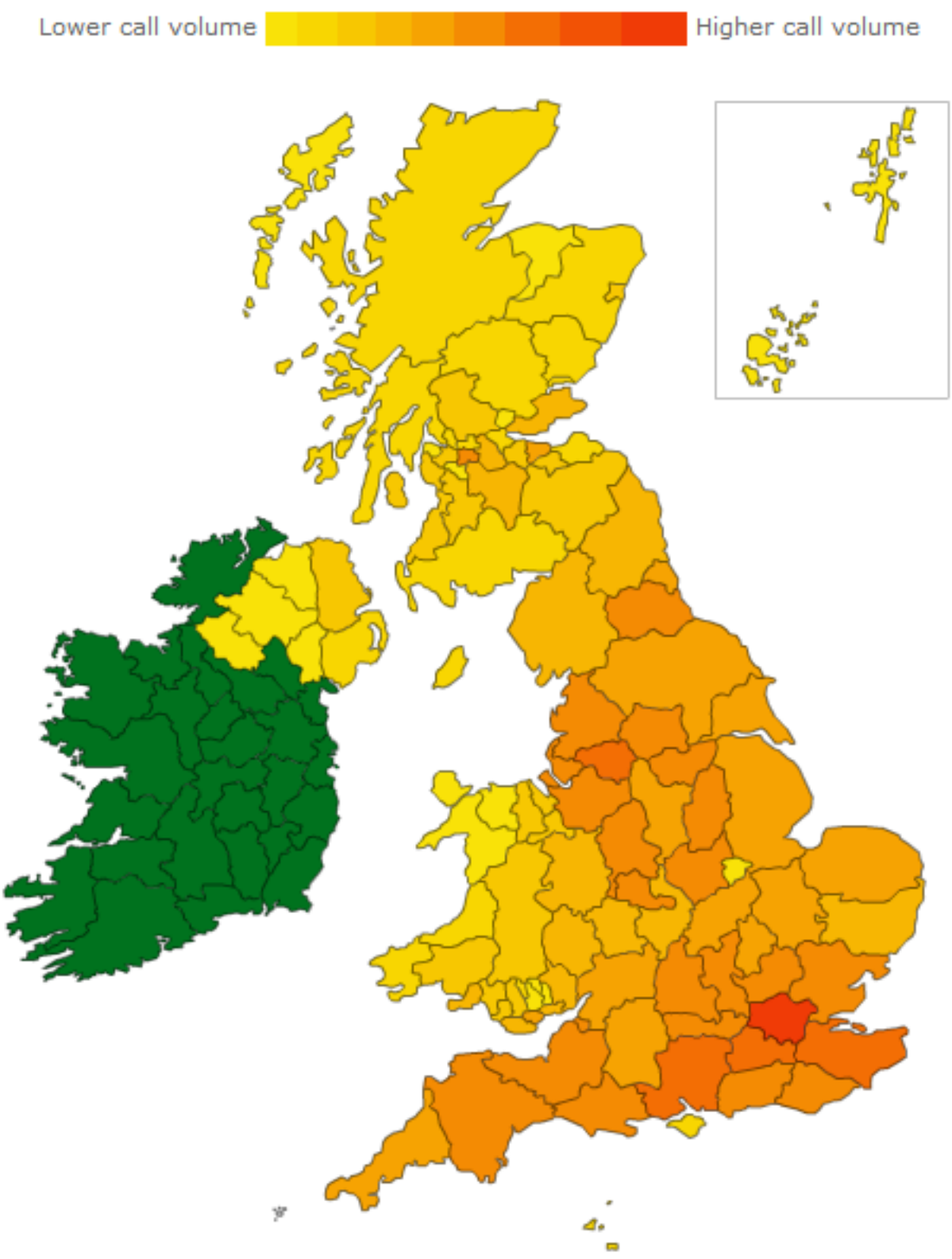
Geographic Summary

(Adobe Flash Player 8 or above is required to be able to view this report).



If you have any queries about Vision, please contact us on 0333 123 4000 and we will be pleased to help